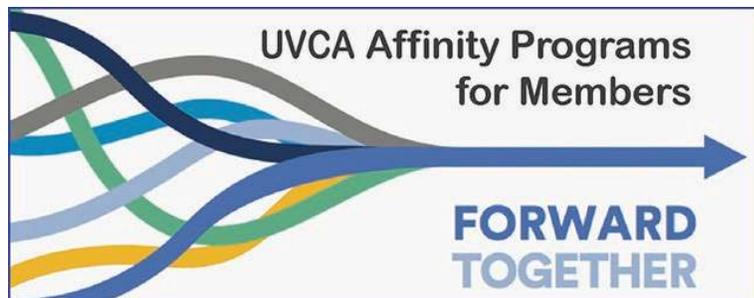


## UVCA Affinity Programs for Members



### What is an Affinity Program?

Affinity programs provide members with cost savings and/or product/service enhancements, increasing membership value. These programs often also include a contribution to the association, helping to reduce its dependency on dues income. The UVCA does not consider affinity program proposals until it has first-hand experience with the organizations and solid feedback from the profession.



The Chiropractic Medical Insurance Program offers medical insurance exclusively for DC members of participating state chiropractic associations like the Unified Virginia Chiropractic Association, their employees, and families.

For general information about the program, visit: [Group Health Insurance Plan - Unified Virginia Chiropractic Association | UVCA \(growthzonesites.com\)](http://UVCA (growthzonesites.com)).

For a personalized, no-obligation quote, email agent Mark Ritchie at [mark.ritchieohio@gmail.com](mailto:mark.ritchieohio@gmail.com) or give him a call or text using 833-424-4764.



**ChiroUp** is an evidence-based, online subscription service that provides chiropractic offices with multiple resources. These include, but are not limited to, best practice protocols, patient education videos, outcome tracking, business management tools, and other resources. Founded by Drs. Tim Bertelsman and Brandon Steele, Chiro-Up's advisory board is comprised of well-respected doctors such as Drs. Tom Hyde, Stephen Perle, Scott Bautch, Jeff Tucker, and others you know and trust. Dr. Bertelsman has taught at UVCA conventions and conducted webinars for its members, always to rave reviews.

UVCA members receive a free 14-day trial subscription, followed by a \$50 discount for the first 6 months of paid subscription. The UVCA receives a contribution for each new subscription, which starts at \$149 per month. Visit <https://chiroup.com/> for further in-sights. To sign up or ask questions, contact Becki Wollenburg, phone 844-462-4476 x702; email [becki@chiroup.com](mailto:becki@chiroup.com).



**Gold Star Medical Business Services** provides chiropractic office administration needs. Whether you are looking for help with billing, consulting, staff training, compliance, or all of the above, Gold Star can help. Founded by Lisa Maciejewski-West, CMC, CMCA-EM, CMOM, CMIS, CPCO, the company's mission is "Giving Doctors the Freedom to be Doctors." Lisa has conducted CA and DC classes at UVCA conventions and is scheduled for the association's Fall 2021 and Spring 2022 conventions.

UVCA members are invited to a free 30-minute phone consult with Lisa or one of her team specialists. Members also receive a discount on billing company, billing consulting, and staff training fees. In addition, Gold Star will help the association provide members with top notch information via webinars, teaching at conventions, writing articles and blogs, and contributing to the UVCA. Visit <https://www.goldstarmedical.net/> to learn more. Questions? Call Lisa Maciejewski-West at 866-942-5655 or email [info@goldstarmedical.net](mailto:info@goldstarmedical.net).



**Personal Injury Training Institute** provides comprehensive certified online PI training for chiropractic doctors and attorneys. The founder, Dr. Jeffrey States, has conducted convention sessions and standalone seminars for the UVCA, as well as has provided **online/on-demand content for our spring 2021 convention**.

PITI is providing big savings on its powerful self-paced personal injury course. It begins with fundamentals of building a PI practice from a chiropractic point of view. It includes basics about law and whiplash, as well as further details about Cervical Acceleration/Deceleration injuries and common associated conditions. Crash videos are infused in all PI ONLINE Training Modules, which are important for understanding how occupants are injured in different types of MVCs.

UVCA members receive 24-hour unlimited access to the program for 6 months for \$1599.00. Upon purchase, you will receive DropBox links. Searchable digital PI workbooks and forms are provided for each module. For more information, visit <https://personalinjurytraininginstitute.com/>. To purchase the program at the discounted rate, go [https://www.bodzin.net/cashpractice/Page\\_Index\\_Blank.php?Page=Gateway&MID=Z5tkpQ&GID=12770943&FID](https://www.bodzin.net/cashpractice/Page_Index_Blank.php?Page=Gateway&MID=Z5tkpQ&GID=12770943&FID). Questions? Contact Dr. Jeffrey States, phone 801-288-9539 x4 or email [pitidr@gmail.com](mailto:pitidr@gmail.com).

## KAIZENOVATE >>>

Kaizenovate developed the **Kanvas App** to support patients in their adherence to chiropractic and physiotherapy treatment plans. The Kanvas App is a custom-built app that delivers:

- Improved care plan adherence
- Convenient scheduling
- Easily sells products and services
- Strengthened practice brand

Developed by Dr. Jay Greenstein, DC, and his team at Kaizenovate, this is the first app that is wholly practice-based and patient-specific. UVCA members receive hefty discounts on both the initial development cost (\$1499 instead of \$2500) and ongoing monthly fee (\$199 instead of \$399). The UVCA will also receive a contribution from every sale. To learn more or to order, go to <https://www.kaizenovate.com/uvca/>. Questions? Contact Jena Slaski, Director of Research & Innovation at [jslaski@kaizenovate.com](mailto:jslaski@kaizenovate.com).



**ChiroHealthUSA** is a provider-owned network designed with doctors in mind. Their network model allows you to offer legal, network-based discounts to cash, under-insured and "out of network" patients who are members. Members covered by Medicare and federal programs are eligible for discounts on non-covered services. The network approach

to discounts reduces the risks of compliance and OIG violations related to inducements, improper down-coding, dual fee schedules, and potentially inappropriate time-of-service discounts.

With ChiroHealthUSA, you can choose the level of discounts. The existence of a contract allows you to set, offer, and accept these rates from our members. Their contract eliminates the “middleman,” and solves a host of legal and regulatory problems for you and your patients. ChiroHealthUSA only makes membership available to individuals, which means there is no potential for “silent PPO” activity to lower your reimbursements. Patients pay a low annual membership fee that includes them and their legal dependents. This fee is often recovered through discounts received on their first visits. There is no cost to the clinic for this program. For more information, visit [www.chirohealthusa.com](http://www.chirohealthusa.com).



**Computer Troubleshooters (CT)** offers high-quality, affordable computer repair and troubleshooting services, plus a range of IT services including data backup and recovery, security services, remote support services, and managed services. 95% of their business is remote and they specialize in serving doctors like you. They understand your HIPAA IT, PCI compliance, back-up protection, and other critical practice concerns.

CT offers UVCA members half-price onboarding and set up for new clients and 20% off the ongoing monthly fee. There's no risk in giving them a try since they do not require long term contracts. To discuss your specific needs, contact Moe Talash, president: email [contact@ctmedit.com](mailto:contact@ctmedit.com), cell phone (703) 994-6335.



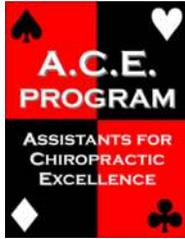
**Infinedi** electronic claims services supports health care providers with user-friendly electronic claim submission service, business analytics, claims processing tools and superior customer service support. Its position as a nationwide clearinghouse demonstrates that it has the knowledge to change with technology while still managing to provide the best customer service support. Infinedi is a pro advocate company for healthcare providers in many specialties and help with the evolution to the modern age of electronic data interchange, electronic claims processing and analytics driven utilization management. Their goal is to ensure that chiropractic practices can perform at their best and we are committed to using our expertise to help the chiropractic profession.

To access a free demo webinar, click on Infinedi's webinar training calendar at <https://infinedi.webex.com>. Register for any of the dates entitled, "Infinedi Website Detailed Instructions - one hour." The register button is on the right of the title. You can also schedule a separate webinar for your entire staff. If you want to learn more about member discounts and advantages, contact Infinedi's Customer Service support line (800-688-8087) and identify yourself as being a Unified VCA member. For the proper enrollment code to use with Infinedi for the member discount, contact the Unified VCA office at 540-932-3100.



**Foot Levelers** is the world's leading provider of individually designed stabilizing custom orthotics, custom orthotic flip-flops, Shoethotics® and Sandalthotics®, as well as other therapeutic products. The company has been serving healthcare professionals and their patients for over six decades with products designed to help reduce pain in the feet, legs, hips, back and neck, so you and your patients can enjoy a fuller and happier life at work, home, or play.

Foot Levelers serves Virginia Chiropractors by providing the UVCA with leading profession speakers and generous sponsorships, contributing to fundraising events, and much, much more. For more information, visit <https://www.footlevelers.com/>. To learn about the benefits and advantages of becoming a Foot Levelers provider, visit <https://www.footlevelers.com/about/get-started> or call (800)553-4860.



**Assistants for Chiropractic Excellence (ACE)** inspires, trains, and equips your CAs to continually improve your practice. Monthly video training, ongoing coaching, forms, scripts, templates and more make it incredibly simple to master each aspect of practice for continual growth. ACE provides practical information that your team can use every day – not just fluff.

Discounts are available for UVCA members. Call the founder, Kim Klapp, at 734-320-5058 or email her at [kim@chiropracticassistants.com](mailto:kim@chiropracticassistants.com).



**ChiroCode:** Save 10% off the best guides and manuals for chiropractic coding, documentation, and much more. For example, the ChiroCode DeskBook is your comprehensive go-to chiropractic reimbursement manual for the support you need to get paid properly and keep it. This comprehensive resource includes chapters on Insurance Reimbursement and Claims, Medicare, Compliance, Documentation, Diagnosis Codes (ICD-10-CM), Procedure Codes (CPT®), and Supply Codes (HCPCS).

For information on a wide range of proven products related to chiropractic documentation, coding, billing, reimbursement, and compliance, visit <https://www.chirocode.com/chiropractic-products/>. For a 10% UVCA Discount, contact the UVCA office at 540-932-3100. The UVCA receives a contribution on each sale, as well!

**We hope you find these programs of interest and benefit!**

**Updated 5/17/2022**